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#StuffAdMajorsSay

*the* **ICON**

volume **6** issue **7**

# INTERN PANEL



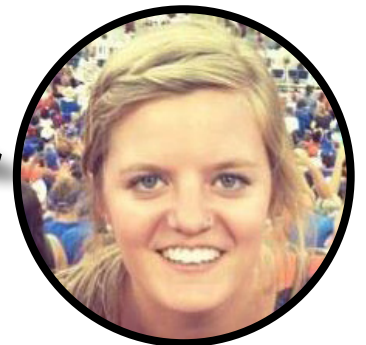
I interned at The Evans Group in Miami, Florida two years ago. The boutique agency retained a wide array of clients, such as UM Athletics, Nova Southeastern University, The Super Bowl, The Orange Bowl, Carnival Cruise Lines and Holiday Inn. During my internship I worked on basic office operations, demographic studies, client presentations, competitive analyses, new business, and RFPs.

We interned in New York City at the CementBloc, a multichannel healthcare advertising agency. We were on the Pfizer Animal Health Pork Account working on an iPad app for sales reps. David served as a JR AE (intern on account side), and Courtney was in the digital art department. We also had a four-week intern project with a real client.



I was a sales representative for University Directories, the leading campus media and marketing company in the nation. I attended a week-long sales training program at the Sales Foundation Academy at UNC and worked full time throughout the summer selling and marketing advertisement space for my local area in the campus publication, the company's website and mobile app.

I interned at blur in London, UK this past summer. British culture is such that undergraduate internships are very unusual, so I worked with people who had just graduated predominately and got a lot of face time with the company owners. In addition to maintaining their social media accounts and recruiting clients via LinkedIn, I also got to explore my Photoshop skills by editing photos and documents for one of the owners.



I worked as a media planning intern at DraftFCB in Chicago. The client, Dow Chemical, I worked on was a partner for the 2012 Summer Olympics, so a lot of my duties revolved around launching that campaign. My main duties were helping with the execution of the media plan, monthly digital reporting and billing, creating POVs and competitive analysis. Then just whatever daily task came up!



# MEMBER SPOTLIGHT: GABBI RAMOS

Gabbi Ramos is a member of the ICON committee and is being recognized in this issue for her willingness to take on any task given to her.

She transferred to UF last semester and is still trying to figure out where else she might like to get involved, but for now, she is very happy being a part of Ad Society. UF is her third Florida school, but she says it's safe to say she will be a Gator for life!

Gabbi works at Plato's Closet and has been working in retail for over three years. She is also currently applying to summer internships to get more experience in advertising.

After Gabbi graduates, she hopes to get a job as a creative at an agency out west -- particularly Colorado or California. Her absolute dream job, however, would be working at Wieden+Kennedy in Oregon.

Gabbi's favorite movie of all time is Zoolander. She loves Will Ferrell, Ben Stiller and Owen Wilson and thinks they are "ridiculously funny at being ridiculously good looking." Her favorite book is What Narcissism Means To Me -- a compilation of poems by Tony Hoagland.

If Gabbi could eat dinner with any celebrity, she choose Will Ferrell. He is one of her favorite comedians, and she has always loved him on Saturday Night Live and in all of his movies. She thinks the two of them would hit it off and have a great meal together.

When Gabbi was in first grade, she was put in a magnet program where she learned German. She now speaks German better than she does Spanish!

We are very happy to have Gabbi on our team and really appreciate all of the hard work she has put in with the ICON. Way to go, Gabbi!



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**NOTES**

# STAY IN THE LOOP

## TONIGHT:

*After-Meeting Social:*

### **Tijuana Flats**

*Join us for a few rounds of  
FREE beer, chips & salsa!*

## UPCOMING:

January 25 – Brand Camp

*Resume workshop and headshots!*

February 6 – Next Meeting

February 15 – AdFed Addy Gala

February 21 – General Body Meeting

February 22 – Orlando Trip

February 23 – Project Makeover

February 26 – Pre-Spring Break Bash

April 11-12 – Chicago Trip

**TWITTER  
CONTEST**



Tweet your best caption for this picture to [@UFAdSociety](#) with the hashtag **#captioncontest**, and you could win a prize!

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